

Company Profile

Lake & Pond Management | Shoreline Restoration | Water Quality Solutions

Company Overview

McCloud Aquatics is a fifth-generation, locally family-owned aquatic management company specializing in lake, pond, shoreline, and aquatic ecosystem solutions. Since 1962, the company has provided professional lake and pond management services for clients across the Chicago Metropolitan area, Northern and Central Illinois, and Southern Wisconsin.

The company combines degreed staff, specialized equipment, responsive customer service, and a stewardship-focused approach to help clients protect aquatic investments, improve water quality, manage invasive vegetation, and maintain attractive, functional waterbodies throughout the year.

Friends of the Water

Safe, Legal, Ethical

COMPANY SNAPSHOT

Founded	Fifth-generation, family-owned company with lake and pond management services since 1962
Headquarters	Elburn, Illinois
Service Area	Chicago Metropolitan area; Northern and Central Illinois; Southern Wisconsin; broader regional work includes Northwestern Indiana
Model	Customized, year-round lake and pond management programs
Standards	Licensed and insured; EPA registered; eco-friendly and chemical-free options where appropriate
Leadership	President/ CEO T.J. McCloud, supported by operations, quality control, service, sales, and customer service teams

Mission & Vision

VISION

Access to clean water resources for generations to come, with a commitment to preserving one of our most precious resources.

MISSION

Care for waterbodies safely, legally, and with integrity, using the latest research and technology to guide responsible management.

Core Capabilities

Lake & Pond Management

- Season-long programs
- Waterbody assessments and management planning
- Bathymetry/depth mapping and water quality analysis

Shoreline & Habitat Restoration

- Native planting and shoreline enhancement
- Erosion control and stabilization support
- Controlled burns and vegetation cleanup

Water Quality & Nutrient Management

- Nutrient pollution remediation
- Water quality enhancement and colorants
- Probiotic bacteria, bio-dredging, and sediment-reduction options

Algae & Vegetation Solutions

- Algae, duckweed, watermeal, and submerged weed control
- Cattail, Phragmites, and emergent vegetation treatments/removal
- ProcellaCOR treatments for Eurasian watermilfoil

Aeration, Fountains & Equipment

- Floating fountains and diffused air systems
- Sales, service, maintenance, repairs, and winterization
- Certified service center for leading manufacturers

Fisheries, Dredging & Ancillary Services

- Fish stocking, habitat, and feeding programs
- Mechanical harvesting, sediment removal, and spot dredging
- Water and Sediment Analysis

Management Approach

McCloud Aquatics develops customized management programs through a structured planning process. Each program is built around the unique physical conditions, uses, constraints, and goals of the waterbody rather than a one-size-fits-all treatment schedule. No two bodies of water are the same.

PHASE	PURPOSE
Assessment	Evaluate historical and current conditions, including physical characteristics, vegetation, water quality, use patterns, and site-specific concerns.
Goal Definition	Clarify desired outcomes, practical constraints, budget priorities, and implementation timelines.
Financial Planning	Outline initial and ongoing costs so owners and managers understand the full program investment.
Management Strategy	Present proven options and select the appropriate combination of treatments, equipment, restoration, and monitoring.
Adjustments	Monitor conditions throughout the season and make data-informed refinements as the waterbody responds.

Why McCloud Aquatics

- **Generational experience:** A family-owned company with more than 60 years of direct lake and pond management experience. Providing local service with local care.
- **Comprehensive capabilities:** One provider for water quality, vegetation, aeration, shoreline, fisheries, dredging, and maintenance needs.
- **Science-informed decisions:** Management planning uses current research, treatment technology, site observations, mapping, and water quality data.
- **Compliance-minded execution:** Services are delivered with a focus on safety, legal requirements, responsible product use, and environmental integrity.
- **Year-round accountability:** Programs include monitoring, reporting, customer communication, and seasonal adjustments as site conditions change.

Team & Client Support

Professional Team McCloud Aquatics combines field crews, degreed lake management personnel, service leadership, quality control, sales and customer service, operations management, and executive leadership. This structure supports responsive communication, consistent field execution, and practical long-term planning.	Client Value • Integrated services reduce the need for multiple contractors. • Customized plans align treatment, restoration, equipment, and monitoring. • Management decisions prioritize safety, legality, integrity, and environmental stewardship. • Focus on customer service and timely response.
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Representative Services

MANAGEMENT & MONITORING	RESTORATION & EQUIPMENT	SPECIALTY SERVICES
• Lake and pond management plans • Water quality testing and analysis • Nutrient management • Electronic reporting • Consulting services	• Shoreline restoration • Native planting • Erosion control • Aeration equipment and services • Floating fountains and diffused air	• Fish stocking and habitat • Mechanical harvesting and dredging • Cattail/Phragmites management • Vegetation removal • Mosquito Larvicide Control

Contact

McCloud Aquatics

705 E. North St., Elburn, IL 60119 | (847) 891-6260 | info@mccloudaquatics.com | mccloudaquatics.com